

Job description

Digital Marketing Executive

We are seeking a detail-oriented and organised Digital Marketing Executive to join our team on a full time, permanent basis. This is a hands-on, execution-focused digital marketing role, suitable for someone with 1-3 years marketing experience. Working closely with the Marketing Manager, the Digital Marketing Executive will be responsible for creating, managing and delivering content and campaigns across multiple channels, while maintaining accurate records and supporting performance analysis. This role offers the opportunity to work within a respected Irish brand, supporting high-quality projects and campaigns, while gaining hands-on experience across digital marketing, content creation, campaign delivery and performance reporting within a real commercial environment.

Key Responsibilities:

- Create high-quality content for: Social media platforms (Instagram, Facebook, LinkedIn, TikTok, YouTube, Pinterest and Houzz), Website content (blogs, project pages, landing pages), Email marketing (newsletters, campaign emails, customer journeys) & Print advertising (newspapers, magazines, brochures, flyers, showroom signage)
- Track and report on email performance and engagement.
- Assist with identifying and liaising with suitable influencers and content creators.
- Coordinate influencer campaigns from briefing through to delivery, including content requirements, timelines, messaging and posting schedules.
- Gain hands-on exposure to digital marketing tools including Meta Business Suite and Meta Ads Manager, supporting paid social campaigns under guidance.
- Liaise with designers and internal teams to confirm project readiness.
- Identify content opportunities to support social, website, email, print and PR activity.
- Client Liaison, Photography & Video Shoot Execution
- Website & Digital Platform Management
- Assist with preparation of marketing materials for print advertising, events and showroom activity.

Qualifications and Skills:

Essential

- Degree in Marketing, Digital Marketing, Communications, Media or a related discipline.
- Strong writing and content creation skills.
- Comfortable working with imagery and video.
- Highly organised with strong attention to detail.

Desirable

- Experience with CMS platforms (e.g. WordPress).

- Familiarity with social scheduling, email marketing tools and Meta platforms (Facebook & Instagram, Mailchimp).
- Experience with or interest in video content creation and editing for digital platforms (e.g. short-form video, reels, basic editing tools – Canva, In Shot).
- Basic understanding of SEO, analytics and performance reporting.

To Apply, please forward your CV and a cover note to sinead@mlk.ie